

4H



405 - 84

CLUB REPORTER MANUAL



4-H MOTTO

Learn to do by doing.

4-H PLEDGE

I pledge
My HEAD to clearer thinking,
My HEART to greater loyalty,
My HANDS to larger service,
My HEALTH to better living,
For my club, my community and my
country.

4-H GRACE

(Tune of Auld Lang Syne)

We thank thee, Lord, for blessings great
On this, our own fair land.
Teach us to serve thee joyfully,
With head, heart, health and hand.



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by
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4-H CLUB REPORTER MANUAL ...

Congratulations! You've been elected 4-H club reporter. Now what? You've never written a newspaper report. You've never been on the air over a radio station. Where do you start? What do you do next? What's newsworthy about your club's activities, and how do you handle a news report anyway? Why even bother reporting club news?

WHY?

You and your fellow club members are an important part of your community. Many people in the community know you and your parents as well as the members and parents of others in your club.

People are news. Events are news. Your 4-H club activities involve people and events - News! If a club member were to win a public speaking competition, that's news. If a member wins an award trip, that's news. If one of your club members is going to Club Week or Conservation Camp, Selections or another provincial event, that too is news.

For many reasons, your job as a 4-H club reporter is an important and responsible assignment.

HOW?

There are two very good ways of reporting activities of your 4-H club to your community. They are newspaper and radio.

There are over 100 weekly newspapers in Alberta. Each of these newspapers serves at least several towns and surrounding rural communities. These newspapers depend on you and other reporters, called "stringers", to provide local news.

Radio stations also entertain and inform your community. Like the newspaper, each radio station has a news department and, like the newspaper editorial department, the radio news department is a busy beehive of various news-gathering activities.

Newspapers and radio serve your community in different ways. Newspapers provide much more detailed news coverage, but radio provides more up-to-the-minute information. Both are important, to the community and to the 4-H club reporter. You should understand and work equally with both media.

Now let's get specific. Let's find out how you, as a 4-H club reporter, can best use newspaper and radio.

In this 4-H Club Reporter Manual, we'll follow the series of events necessary to get your 4-H story from an unknown event to a well-known fact.

Newspapers are a much older medium and far more common within Alberta communities, so we'll start there. Then we'll explore how to use that same news story for broadcast over your local radio station. Many of the steps in research, writing and rewriting a story are the same in both media.

You'll learn those steps and the differences between newspaper and radio. Perhaps the first question we should ask is, what is news?

WHAT IS "NEW" IS NEWS!

You already know people and events make news. Teresa Snagelburger is 11 years old. She is club reporter for the Huxton 4-H Beef Club. Terry, as she is called by her friends, has been invited to attend a day-long 4-H Media News Seminar at Snardley, quite some distance from Huxton. That's newsworthy to the people who live in Huxton.

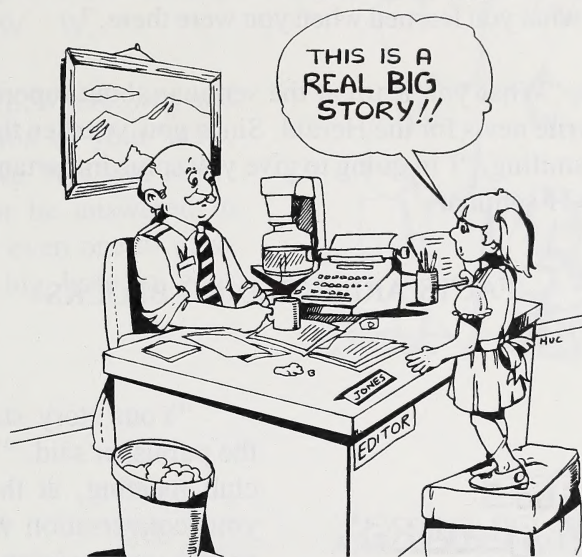


THE GOLDEN RULE

Following her election as club reporter, Terry telephoned Donald Wright, the publisher of The Huxton Herald. The publisher, who was also editor and chief reporter of the small weekly newspaper, invited her to meet with him.

"If you have a cassette tape recorder and a tape, bring it along for our interview," Wright advised her. "And don't forget pencil and note paper."

"THE GOLDEN RULE"



Without even realizing it, Terry followed the first and most important rule for a 4-H club reporter. She contacted her local newspaper to ask how she could best report news about her club.

The day for her interview with Wright had come. Sitting down in front of the editor's cluttered desk, Terry asked permission to record the interview. Wright agreed. Terry pressed the "record" and "play" buttons, then placed the cassette recorder in front of Wright.

As Terry prepared to take written notes of the interview, she casually mentioned her upcoming trip to a 4-H Media News Seminar.

Wright smiled and reached for a mug of black coffee. It looked cold. He leaned back into his old, leather-covered chair.

"Do you realize Terry, that you have just given me a news story?"

"It's a bit like the old saying, 'You can't see the forest for the trees'. So often a person who is directly involved with a news story, will not consider the event to be newsworthy.

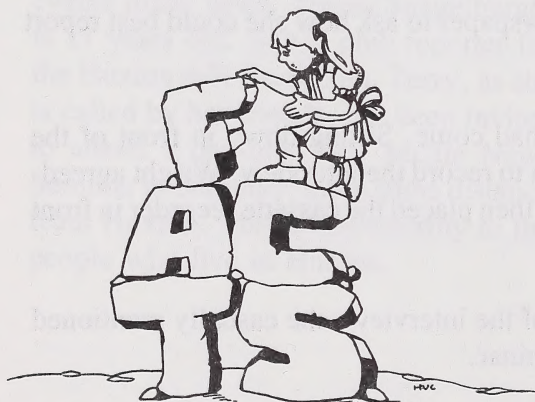
"You see, your 4-H club is one of the organized groups in this community. You are an executive member of that club. When you do something important which affects your club, and this community too by the way, that's news!"

"Actually we can make several news stories of your trip. We'll report that you've been invited to attend the seminar. Then, when you return, we'll publish a story about what happened and what you learned when you were there."

He told Terry, "What you learn at the seminar about reporting news could help other people who write news for the Herald. Since you've taken the initiative by asking my help," he said, smiling, "I'm going to give you some important news writing tips to help you at your 4-H seminar."

FACTS ARE BUILDING BLOCKS

**"FACTS ARE
BUILDING BLOCKS"**



"Your story starts with the facts," the publisher said. "You get facts at your club meeting, at the 4-H event and in your conversation with the newsworthy person you are interviewing. Always ask more questions than you will need and write them down in your note pad."

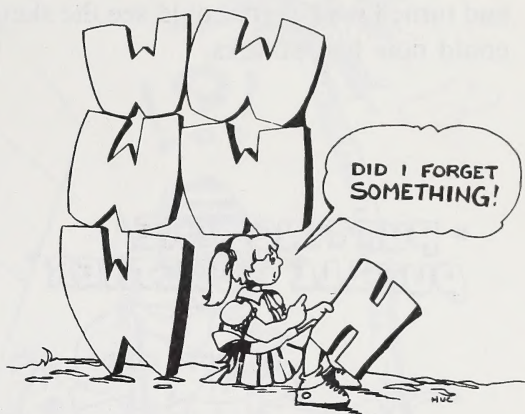
"Look for an 'angle' to your story. The angle is a starting point for your story. For example, it will be news who wins the grand champion placing at your 4-H beef show and sale. It would be a far more interesting angle to begin with the fact the grand champion was raised by a junior member in his or her first year of 4-H and the price paid was the highest ever recorded for a grand champ in your district. The angle is the young age of the member and the record high price. Lots of information provides the angle for your story."

"Your report must not leave the reader with unanswered questions," he said. "As the reporter, it is your job to study your story carefully. Look for 'holes' - unanswered questions - which may be in your story. Fill those holes before you file your report with the editor. During your interview or while taking notes is the time to get the information to fill those holes. Later, it may be too late!"

W.. W.. W.. W.. W.. H

“Who, what, when, where, why and how, are the foundation of your story. They’re called the five W’s and How. These questions must be answered in every story. Omitting even one of these facts leaves a very big hole in your story.”

“W..W..W..W..W..H”



“ARE YOUR FACTS CORRECT?”



ARE YOUR FACTS CORRECT?

Wright told Terry of a club reporter who wrote a news item about an upcoming 4-H event. The public was invited. All the W’s were there but the directions to the event were wrong.

“There were a lot of people driving all over the countryside that day looking for the farm where the function was being held,” he chuckled.

“Always double-check your facts when taking notes and writing your story,” he advised her.

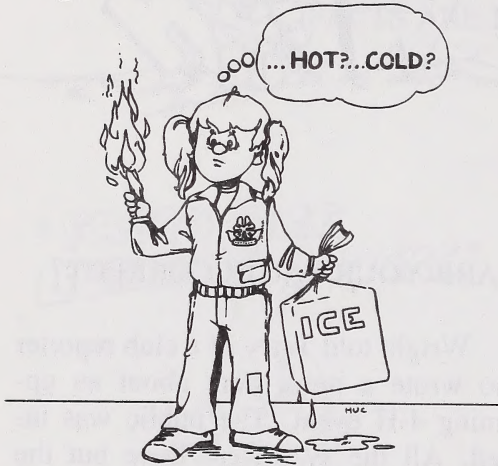
“Other points to double-check are, correct spelling and pronunciation of

names of people, places, events, club, executive title, places, addresses and telephone numbers. You may know this information already or get it correctly in your interview but, if you’re unsure, ask! You can save a lot of embarrassment later, when your story appears, just by double-checking your facts.”

Terry nodded in agreement as she took notes of the publisher’s advice.

Reaching across his desk he slid the cold coffee mug onto an oversized saucer and picked up a pencil and paper. He drew a triangle, slashed two parallel lines through it and turned it so Terry could see the sketch. Wright continued, talking slowly so Terry could note his remarks.

“PUTTING THE PUZZLE TOGETHER”



PUTTING THE PUZZLE TOGETHER

“On your way home, think about your story. How do you want this jumbled puzzle of assorted facts to look. At home, go to work on this puzzle as soon as you can. The longer you leave writing your story, the older and ‘colder’ it becomes. Remember, new news is hot, old news is not!”

Wright waited until Terry was finished writing, then went on.

“Thinking up a catchy lead, or first paragraph, can be the toughest part of writing a story. One way to make the job easier is to think of a short, catchy headline. The headline is the title, usually in large print, that will draw the reader’s

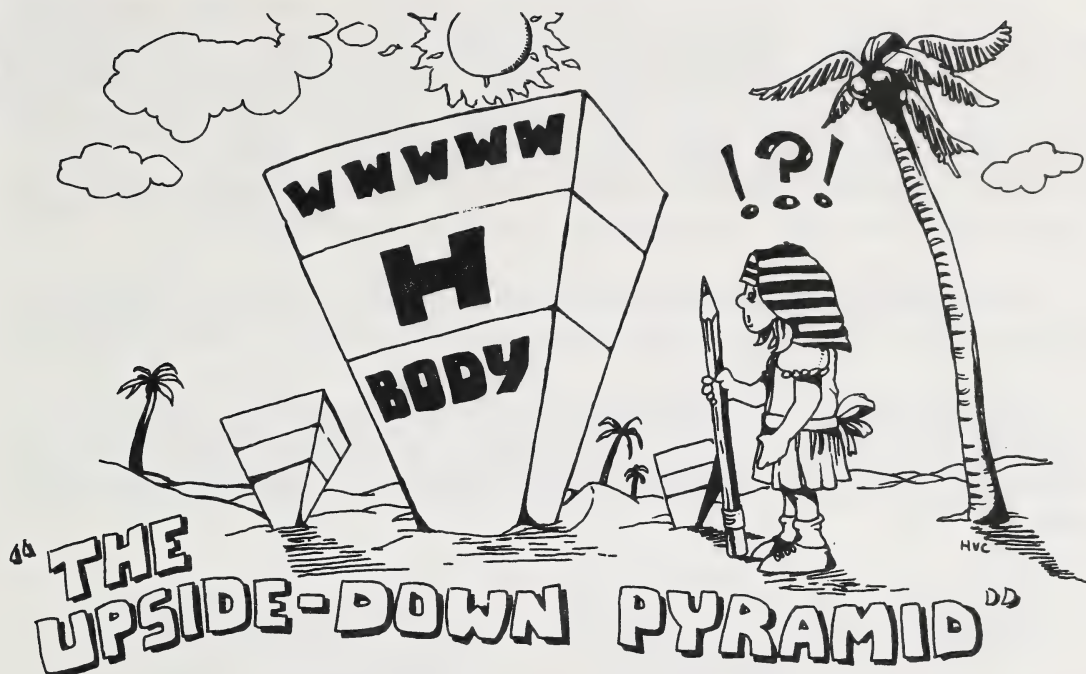
attention to your story. If possible, the name ‘4-H’ should be in your headline. The headline will give your story a direction or an outline. It’s like piecing together the border of a jigsaw puzzle first. The border outlines the framework into which your facts will fit.” He tapped the drawing with his pencil and continued talking.

THE UPSIDE-DOWN PYRAMID

“In news-writing language, this upside-down pyramid is more commonly referred to as the ‘inverted pyramid’. The widest part is at the top. The point is at the bottom.

“The inverted pyramid demonstrates how a story should be constructed. It makes the point that, in news writing, the most important facts should be at the top and less important facts should follow.

“It is a very important idea. If your story does not have most important facts first, with less and less important facts following, then you should change the order of your paragraphs so the story fits the form,” the publisher said.



"The inverted pyramid usually has two horizontal lines which divide it into three sections," he said, pointing with his pencil to each section. "The top section represents the first, or lead, paragraph. The middle section represents the second, or second and third, paragraphs. The smallest section at the bottom represents the rest of the news story."

"The inverted pyramid refers to the importance of facts presented, not the amount of space used to tell the story. Obviously it would take less space on the printed page to answer the five W's than to explain how the story came about and the other details."

"The top section - the first paragraph - is where you would answer some of the five W's. What happened, to whom, when, where and why."

"The middle section - the second and third paragraphs - is where you answer the remaining W's and explain how the things happened that made up your story."

"The lower section represents the body of your story. It explains additional details and allows you to answer questions which you must expect a reader would be curious about. You have to keep in mind that you may have all the facts, but the reader may know nothing at all about the story. That is why filling holes - answering all the questions you can think of - becomes important."

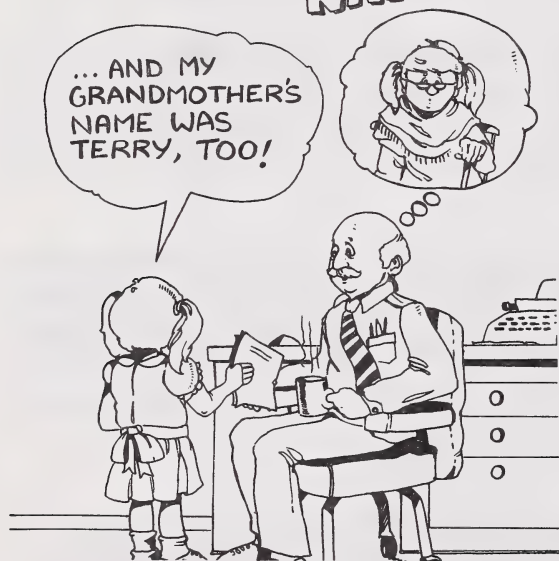
Picking up the drawing, Wright folded it in half and passed it to Terry. She added the sketch to her growing pad of notes.

"There is a very good reason for using the inverted pyramid illustration," the newspaper editor said. "We may not have enough space to use your entire story. Therefore, we will have to cut out, or edit the story to fit available space. We can't cut out the first or middle section. That would leave too many unanswered questions and destroy the meaning of the story. What we can do is find a place, at the end of a paragraph, in the bottom section of the inverted pyramid, where we end the story. That is why the least important facts should be toward the end of the story."

"The inverted pyramid and the pyramid is a simple way of showing the difference between writing for media news and writing a speech or essay," Wright explained.

"In news writing, most important facts go first. In speech or essay writing, everything leads up to the end of the presentation. You continue to build on previous facts until, at the end, you come to the climax of the story, just opposite to media news writing."

"WHY NAME NAMES?"



WHY NAME NAMES?

As Terry wrote, Wright scrawled a sentence on another sheet of paper. He studied his words until Terry finished writing, then he continued.

"People like to read familiar names. Names of people, 4-H clubs, events and locations are important to your story. But, make very sure they are spelled and used correctly. In a newspaper it's okay to start a sentence or paragraph with a person's name. The first time the name is used, it should be followed with information that will make clear about whom you are talking."

Wright tapped his scrawled sentence with the stubby tip of his pencil.

"Referring to the story you mentioned earlier, the sentence may read, 'Teresa Snagelburger, 11, club reporter for the Huxton 4-H Beef Club, last week learned tricks of the journalism trade at a Regional 4-H Media News Seminar in Snardley.'

"There are five names in that one sentence," he noted. "They explain who, representing whom, did what, why and where. Your age and office - club reporter - help

identify you. Readers may know another Teresa Snagelburger. It could be your mother, grandmother or a complete stranger. Identifying you as an 11-year-old 4-H club reporter, clarifies about whom we are talking. Now the reader will continue with the story, maybe to find out more about the media news seminar or what happened to you, or maybe to find out if there's any relationship between you and the Teresa Snagelburger they know."

"It just so happens I do have a granny Teresa," Terry interrupted. "She lives at the senior citizens' lodge here in Huxton."

Wright smiled again. "I thought so! I know the lady. You look a bit like her too. Okay, if the Teresa the readers know lives in or around Huxton, they may know there is a relationship and will perhaps remember your story to talk about it next time they meet Granny Snagelburger. Another important use of names is to identify quotations.

TO QUOTE OR NOT TO QUOTE

"TO QUOTE OR NOT TO QUOTE"



"To quote someone is to state exactly what they have said about something. To state approximately what they said is called 'paraphrasing'. Paraphrasing is not a quotation and should not be written as a quote, within quotation marks."

Wright leaned back in his chair. Watching Terry as she flipped to a blank page in her notebook, he continued.

"Using quotes can be tricky if you're not sure how to use them, but properly applied, they can make a story far more interesting than it may be with-

out them. It would be worth checking your English grammar textbook and consider using quotes, rather than disregarding a good quote for whatever reason.

"Using quotations serves several purposes. They identify the person in your story and give a personal impression. Of course you would not quote yourself, but if I wrote about your impression of the media news seminar," Wright said, "I may quote you like this."

"It was super neat. I learned more in one day at that seminar about news than I have in my whole lifetime of reading the newspaper," said Snagelburger.

"You see, the story is about you, Terry, so you should be quoted. The quotation gives the reader an impression of how you enjoyed it and how you talk too! Not all stories require individual quotes though. You may want to check with me or a newspaper reporter to see if the quotations you have should be used.

TENSE

"There's one thing that makes me nervous about writing, Mr. Wright," Terry said, as she finished her notes. "That's tense! You know, like present and past and stuff."

Wright chuckled. "Don't be tense about tense. There are only two you will generally use and they're both easy — past and future," he said.

"Most weekly newspapers report on events which would have happened within the past week or two, or on events which will take place in the near future. Radio and television often report on news events while they are still in progress, but we seldom do. The rule for newspaper writing is quite simple. Use past tense if it is a story which has already happened and future tense if it is about an upcoming event."

HOW TO WRITE IT RIGHT

"HOW TO WRITE IT RIGHT"

Wright took another sip of his cold black coffee, returned it to the saucer and leaned forward to talk into the cassette microphone. "Okay! Let's get to the nuts and bolts of writing for a newspaper.

"You're at the kitchen table. You have your notes, paper and pen or pencil. You're ready to start. At this stage you can write your story. You are the only one who has to read it.



"Use lined paper or writing pad if you can. This is your first draft and you will no doubt want to make changes later. Double space your writing, or in other words, write on every second line. This will leave room to make changes within a sentence. Write on only one side of the page and leave wide margins on the sides, top and bottom. You can use the margins to add information to a sentence or paragraph. By using only one side of the paper, you can have all the pages you've already written facing you. This makes it easier to see if you are repeating facts already stated and gives you an idea of your story length.

“Your first writing is to get the story on paper, to see how long it will be, to change your ideas into real words. Let the information flow as you put it on paper. You can improve on the structure and shorten the story during your rewrite. You must rewrite. Many people will read your story. You want it to appear the best you can. If there is one thing that will cause a newspaper editor not to use a story, it is that the story was poorly written. That problem can usually be fixed by rewriting. If there is another thing that will cause an editor to omit using a news report, it is that he can't read it. That too is fixed by rewriting.”

Wright paused a minute. Rubbing his chin thoughtfully, he went on.

“Actually rewrite is the wrong word! When the first draft is finished, spelling corrected, sentences shortened and altered, the order of paragraphs changed to make the story flow more easily and all the other work done to make it read better, you print, or better still, type the next draft. Now your story is beginning to take shape and look something like the finished article. Study this second draft, which may also be called your first rewrite. Pretend you are a newspaper reader who knows nothing about your story. Are there any holes in the story? Plug them!”

As the publisher finished his sentence the cassette tape recorder clicked off. Terry reached across the desk, opened the recorder, flipped the tape over and again pressed the play and record buttons.

“My fingers are sore from all that note taking,” she said. “I think I'll take more notes from the tape when I get home.”

“Are the five W's and how answered?” Wright continued. “If not, answer them! Do your sentences run on and on? Shorten them! For example, people usually write the way they talk and they often drop the word ‘and’ at the end of every sentence and keep on talking and that can make a very long and unclear sentence. See what I mean Terry?”

Terry chuckled and nodded yes.

“An easy way to shorten your sentence is to take out the ‘and’. Replace it with a period.” He pressed his pencil onto the paper, making a big black ‘dot’. “Start a new sentence. ‘And’ is a valuable and important word but it is over-used. A sentence usually doesn't require more than one ‘and’ to connect two related ideas. Use ‘and’ sparingly. It is not to take the place of that little dot at the end of a sentence. Keep that little trick in mind when you speak as well. After awhile it will become a habit to end the sentence with a clear stop and not another ‘and’.

Wright took another sip of his coffee and went on.

“Okay! Your second draft is finished. You’re pretty proud of it. You don’t see any glaring errors. Before you dash into the newspaper office with that great news item, have someone else read it. Is it clear to them? Do they see anything that needs to be stated more clearly? In other words, are there any ‘holes’ you haven’t spotted and plugged? Do the sentences and paragraphs flow naturally from the most important to least important facts? Often someone else can spot problems you may not have noticed.

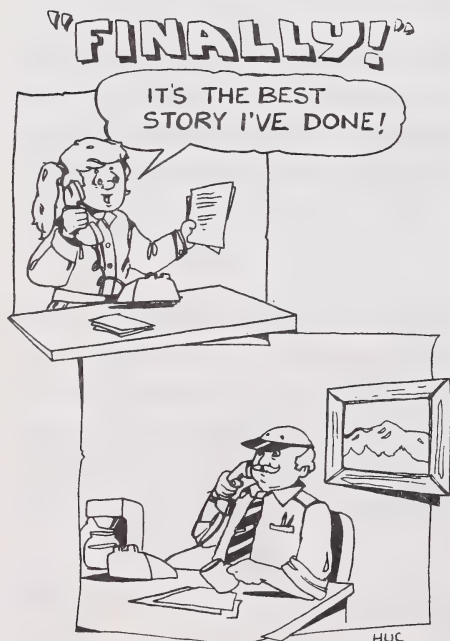
“Don’t be shy about asking and don’t be afraid to fix the problem if something is found. If you don’t ask your friends or parents to spot the problems, the newspaper editor will and instead of fixing it, as you should have, he may just scrap the story. That would be too bad, especially if it is a good story and you have already put so much work into it.

“You have ‘proofed’, or ‘checked’, your second draft for everything to make it a correct and readable story. It may have lines going everywhere to indicate where your new arrangement of sentences and paragraphs should go. It may have words crossed out and better words written above the crossed out words. It may have whole sentences and paragraphs scratched out. In fact it may look nothing like the original story you wrote. Good! Your story is the best you can make it. Now you can begin your final draft.”

Terry frowned.

“What? Still more writing?” she asked. “That is sure a lot of work for just one story.”

“Yep! But it gets easier the more stories you write and the extra work is well worth the effort when you see your story in print.”



FINALLY!

Terry smiled and nodded in agreement. Wright continued.

“The final draft of your story is the one your newspaper editor will read. If you’ve visited his office, given him a chance to meet you and describe what he needs, then taken his tips and written the best story you can, you may find your news report on or near the front page. With a byline! The ‘byline’ is the line under the headline which identifies by whom the story is written. No reporter would be proud of a news story that was less than their best job, so the extra work is well worth the effort.”

FINAL DRAFT FORMAT

Wright casually ran the fingers of one hand over the keys of his old typewriter.

"Do you have a typewriter at home Terry?" he asked.

"No!" she answered.

"Well, okay! Let's say you're printing your final draft," he continued. "Lined paper is acceptable if you are printing. Clear paper is preferred and typed copy is best yet."

Wright took another page of blank paper and placed it in front of him. He began printing words across the page.

"Here, come behind the desk. Look over my shoulder. This is how your page should be structured."

As Terry looked over his shoulder, she saw her name, the date and other printed words being scrawled across the paper. Wright talked as he printed.

"The editor and other people working on your story need certain information which may not appear in your story. In the upper lefthand corner of your first page, print your name, club office - which is club reporter - club name, residence address and telephone number.

"Several spaces below that, print in capital letters, NEWS RELEASE. Below that, also in capitals, state, FOR IMMEDIATE RELEASE. This indicates the story is to be used now and not held for release at a future date.

"Halfway down the first page, in capital letters, print your suggested story. headline. Keep it as short as possible. Include 4-H if you can. The editor may or may not take your suggestion. A shorter or better headline may occur to him as he reads your story. Centred below your headline, print 'by' and centred below that, your name. Below your name you may add the name of your club.

"Your personal identification in the upper lefthand corner, the suggested headline and your byline information will all be single spaced. From there on, everything should be double spaced with wide margins, about one-and-a-half inches at the sides and bottom of each page. You have to leave enough space for the editor to jot information he may want to pass on to the typesetter regarding your story.

"Leave about four single spaces below your byline and begin your story. Remember, double space. Make your story as letter-perfect as possible. If you do make a mistake - like typing a word incorrectly - it's okay to "X" it out and make the correction right after that. The story should be clear for anyone to understand. Too many X'ed out words on a page are unacceptable. Would you want to have to read a page that looked like a chicken with ink on its feet had galloped all over the paper?"

"No, I guess not!" Terry answered, chuckling at the idea of an inky-footed chicken galloping on paper.

Wright looked across the editorial room at an oversized clock. He reached for the cup of coffee beside his typewriter. Once again he had another sip and continued.

"No X's would be best, but if you've written a good story, the editor will recognize you have worked hard to get the story this far. The final draft of your 4-H club news story is finished."

Dropping the stubby pencil onto his page of scrawled printing, he entwined his fingers, braced his hands behind his neck and leaned back into his chair.

"Speaking of X's, in the old days, reporters sent their stories into the newspaper office by telegraph. They would indicate their report was finished by putting three X's at the end. I'm sure you know that X is the Roman numeral for ten. Well, three X's is the same as 30. That's why today we type -30-, in the centre of the page, at the very end of our report to show our story is finished."

"That's really interesting," Terry said. "Thirty means I'm finally finished with my story. Is that all? Now what?"

FINAL DRAFT FORMAT

DECEMBER 14, 198-

CONTACT:

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CLUB REPORTER
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BOX 999
HUXTON, ALBERTA
TOY OBO
TELEPHONE 555-1212

NEWS RELEASE

FOR IMMEDIATE RELEASE

"4-H'ERS WRITE
IT RIGHT"

BY

TERESA SNAGELBURGER
HUXTON 4H BEEF CLUB REPORTER

ALMOST FORTY 4H CLUB REPORTERS
LEARNED TRICKS OF THE JOURNAL-
ISM TRADE LAST WEEK AT

-30-

CANDACE KANE.

HUC

DON'T SIT ON IT

"Get your report to the newspaper as soon as you can. Most weekly newspapers must have all their reports in by Monday afternoon at the latest if they are to appear in that week's edition. There is still a lot of work to be done to your report before it appears in the newspaper Wednesday or Thursday. That span of time before the Monday deadline is called 'lead time', pronounced like 'leader', not that heavy metal. The more lead time to work on your report, the more chance it will appear in the upcoming issue. If you are close to the deadline, telephone the editor. Let him know you have a story on the way to him. If he can wait and if he can use the story, he may make space for it even though he doesn't have the report yet."



Wright looked again at the large clock. There was still work to do before the next Huxton Herald edition was ready for printing. He leaned forward and slowly rose from his chair.

"READ ALL ABOUT IT!"

"There it is," he said with a smile spreading across his wrinkled face. "Your suggested headline, your byline, your story - word for word. If that is the case with your news story, then you've done much more than just write a news report. By using your story as you presented it, or even with minor changes, the newspaper editor has indicated his trust in your reliability as a news gatherer. He has also recognized you as a member of the community he serves who can be relied upon to provide important news about a noteworthy community organization - your 4-H club."



Terry gathered together her cassette tape recorder, note pad and pencil and stood to face the editor. He glanced around the crowded editorial office then looked back at Terry and smiled.

"Speaking of our need for lead time," he said, "how would you like a tour around our office to see why it is needed and what has to be done to your story before it appears in print?"

"Hey, that would be neat," she answered, her eyes lighting up with a smile.

"Alright then! Let's just say your story arrives several days before our deadline. As the editor, I will read your story first. I'll decide whether or not we'll use your story in our upcoming edition. I'll jot instructions to the phototypesetter and paste-up department. That's why I need lots of space around the margins and in the top half of page one.

"Then I'll pass your story along to the lady in here. She's our phototypesetter," he said as they walked into a small room crowded with electronic equipment.

The phototypesetter sat at a computer keyboard. She stared at a news story while her fingers raced over the keyboard retyping the story into a computer. Finishing the story she pressed a button. Terry heard a strange buzzing sound.

"See that little black box over there Terry," Wright whispered, pointing beside the operator. "Inside is a film cassette. Right now the words are being transferred from the phototypesetter onto the film inside. It's almost finished. Let's see what happens next."

The buzzing stopped. The computer operator took the black box from the phototypesetter and placed it into a paper processor called a 'portable darkroom'. Twisting a knob inside the processor, she lodged the end of film from the cassette between rollers of the portable darkroom, closed the light-proof lid and waited while the chemicals processed the film into a visible reproduction of the column.

Wright and Terry followed the lady with the column into a larger room. A number of pages of The Huxton Herald were on a long shelf against a wall. Two other women leaned over pages of the newspaper laid out on a long table. They were working on story columns, clipping with scissors and glueing them onto the paste-up pages.

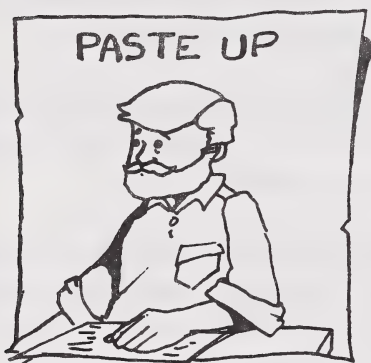
"This is where the newspaper page begins to take shape," the publisher told Terry. "When the paste-up page is finished, it is taken into the darkroom where a process camera photographs the page. We end up with a full-sized negative of the page. It's much the same as a black and white negative you would get from a picture taken with your own camera."



TERRY FINISHES FINAL
DRAFT AND HANDS
IT TO EDITOR.



EDITOR PROOFREADS
AND PASSES IT TO:



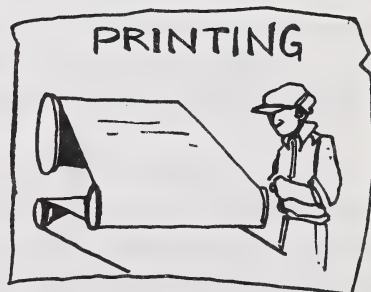
STORY IS PASTED TO
LAYOUT PAGE, THEN TO:



STORY TYPED INTO
COLUMN AND GOES
TO:



TO PHOTOGRAPH
NEGATIVE BEFORE:



AND THEN TERRY
GETS TO READ
HER STORY!

The words 'Caution - Man At Work' were printed on a cardboard hanging by a piece of string from a tack below the work 'Darkroom'. Wright poked his thumb in the direction of the darkroom door.

"I guess we can't go in for a look right now, our photographer is processing film. At any rate, our tour is almost finished," he said.

They turned and slowly walked toward the front office.

"All there is remaining for us to do is ship the full-sized negatives of the paste-up pages which will appear in the week's edition, to a central printing plant. From there, it's in their hands.

"The people at the printing plant re-photograph our negatives onto a metal plate. Then they wash the metal plates with a strong chemical and when they are ready, they load it onto a very large and expensive printing press.

"Pretty soon, another edition of The Huxton Herald is printed and ready for you to read," Wright concluded.

Pausing beside a stack of the latest Huxton Herald edition on the front office counter, Mr. Wright lifted the top copy and flipped through the pages. He stopped when he came to a story written by the local District Home Economist. Beside the headline was a head-and-shoulders picture of the DHE. With his free hand, Wright tapped the photo and looked at Terry.

"Here's something that will be helpful and draw attention to your story, especially if you are going to be a regular contributor.

SEND PHOTO

"Why not give me a copy of your latest school photo. One of those little pictures they take of your head and shoulders. Really, any picture will do as long as it is a good close-up photo of your face. I may, or may not use it. That has to be my choice, but if I have the photograph at least I have a choice.

"Tell you why, Terry." He replaced the newspaper on the stack of copies. "Everything you can do to make your story more interesting and readable is to your advantage. Folks will be more interested in reading your story if they can see your picture. If they recognize you they'll want to see what you've written. If they don't know you, they'll want to find out how good a story a young person like you can write."

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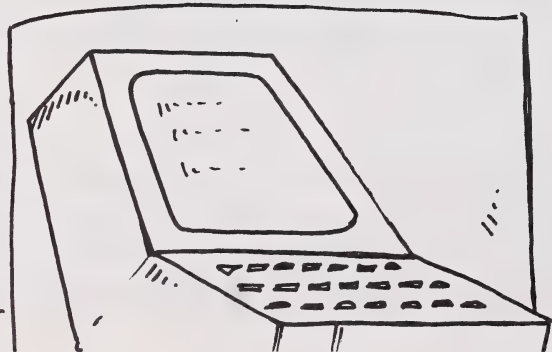


STANDARD L
DELEGATES
WAYS OF RE
WRITING, EDI
DELIVERING
STORY. HE
TWO SEMIN
WITH HALF
DELEGATION
EACH SESSI

LLOYD PAULHUS, PUBLISHER OF THE SNARDLEY

CON'T'D ON PAGE

4H COMPUTER CLUB FORMED.



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"Hey, I see what you mean," Terry said, smiling. "I just had a school picture taken too, and I still have some of them at home. You can have one for sure."

"Good! Good!" Wright paused, thinking of other important details to pass on. His eyes opened wide for a moment as he recalled an important issue. He looked down at the girl and paused a moment to gather his thoughts, then he began.

"I've spent a lot of time telling you what you should do to write a good 4-H club report. Now let me tell you a couple of things you should not do. Number one, don't be disappointed if your story is not used. If we don't have space to run the story we may hold it for a later edition. If the story is not of interest to our reader, or is poorly written, or is old, we won't use it." The publisher frowned as he continued.

"One thing an editor really doesn't like is when grown-ups try to force the editor to use their story. Some adults try everything from cancelling their subscription or advertising, to boycotting the newspaper. We get lots of stories which are not so much news as they are publicity for some event. The newspaper has to make money if it is going to stay in business. Advertising has to be paid for. If someone brings in a story that is more advertising than real news, we won't use it. News is news, advertising is advertising. We won't print advertising as news nor news as advertising.

"The expression, 'Freedom of the Press' applies even to our small newspaper." Wright smiled. "I know you wouldn't abuse our right to print what we believe is news Terry, but it's something everyone should be aware of."

He turned. They walked slowly to the front door.

"The time will come when you'll apply for employment Terry! The fact that you have taken 4-H club assignments and struggled to do your best work, beyond achieving good school grades and graduating, will really add to your chances of getting that job. In other words, the good job you do today will even have rewards far into the future."

They were at the front door of the newspaper offices. Terry adjusted her note pad and cassette tape recorder under one arm. She grasped the heavy doorknob and turned to the publisher.

"Well, because of your help, Mr. Wright, I think I will be able to do a good job," she replied.

"Good! It was my pleasure to help you and, keep in touch."

"I will," Terry promised as she opened the door and left the newspaper office.

WHAT ABOUT RADIO NEWS REPORTING?

Radio is another important way of reporting news and promoting 4-H club activities within your community. There are fewer radio stations in Alberta but they can generally provide news to a greater population throughout their widespread broadcast area.

Radio and newspapers serve your community very well because they are quite different. One is the broadcast medium, the other is the print medium. One is heard, the other is read. Radio often reports news while the event is still happening. Newspapers generally report news after the event but in much more detail. Because of their differences, radio and newspapers must be used differently by the 4-H club reporter.

There are three radio stations which people around Huxton listen to. CUTE is in Snardley, 25 kilometres away. CUTE plays country and western music and features agricultural and 4-H news in their newscasts. CHIC is a city radio station that plays popular hit parade music which Terry likes to hear. CHOW is another country and western music radio station. It is quite far from Huxton but Terry knows it is listened to by many 4-H families who would be interested in what her club is doing.

Terry's dad, Fred Snagelburger, sometimes drives on business to Snardley where CUTE is located. Terry asked her dad if she could ride in with him the following Saturday for an interview with the news reporter at CUTE. Fred agreed. Terry immediately telephoned the CUTE radio news department.

"CUTE radio!" the receptionist said.

Terry asked to talk to someone in the news department.

"Mr. Dingwords, our CUTE news director, is in," the receptionist replied, "I'll put you through to him." Terry waited.

"Hello! I'm Bill Dingwords," a man with a deep voice finally said.

Terry identified herself as the newly-elected Huxton 4-H Beef Club reporter and asked Dingwords if he would be able to talk to her about reporting radio news and show her around the CUTE newsroom when she was in Snardley the following Saturday.

"Happy to do anything I can to help a 4-H club reporter file better news items," he boomed. "How about 12:15, right after the noon news?"

THREE, TWO, ONE, YOU'RE ON

Terry arrived early at the radio station. While she waited in the lobby for her appointment with Mr. Dingwords, she watched the on-air radio announcer in the master control room, through a thick window. The disc jockey, whose voice she had heard so many times on CUTE radio, was signing off his show.

A tall bearded man walked into the control room while the disc jockey, or DJ as he was known, talked into a microphone. The bearded man placed a small stack of cassette tapes and news scripts on the console beside the announcer and then disappeared through another door into a small announce booth where he had a clear view of the DJ.

Terry watched the DJ. She could hear his voice over a loudspeaker in the corridor.

"This is CUTE radio," she heard him say. "It's twelve noon and time for the mid-day news with Bill Dingwords."

The announcer then pushed a button and Terry heard the familiar newscast introduction. At the same time, she saw a warning light flash 'On the Air' in the booth where the bearded newsman sat.

"Good afternoon ...," the deep voice boomed over the corridor loudspeaker.

Terry recognized the voice of the newsman she had spoken to only days before. She watched as Dingwords read one news item after another. Occasionally as he read, he would hold his arm up in the air to draw the attention of the control room operator. As the newsman dropped his arm and pointed toward the control room, the operator would press the 'start' button of a tape recorder. Then, as Terry heard the voice of another newsperson over the corridor loudspeaker, she saw the control room operator flip a switch that turned off the newsman's microphone and red 'On the Air' light in the news booth. Pressing another switch the operator leaned toward his microphone and talked to the newsman.

Dingwords flipped through his copy, glanced up at a clock in the news booth and nodded 'yes' to the operator. As the recorded news item ended, the booth announce light went on again and the newsman continued with his next story.

The newsman ended his newscast, then the closing news jingle was played. The 'On the Air' light in the news booth went out, the newscaster gathered his collection of stories and stepped into the control room. Gathering the cassette tapes which were used during the newscast, he entered the control room as another popular country-western song began playing over the air.

Dingwords stepped into the corridor and turned toward Terry. A broad grin spread across his face beneath his bushy beard.

"I'll bet you're Terry Snagelburger," he said.

"Yes, I am!" she smiled back to the newsman.



"Good for you, for coming early to our little meeting. I'm Bill Dingwords, CUTE News Director. Now that you've seen what happens during a newscast, it will be easier for me to describe how your news stories fit into the picture.

"Tell you what," Dingwords said, turning down the corridor toward the newsroom. "Let's go to the newsroom. We can talk better there." Terry followed him toward the sound of buzzing news teletype machines.

The small newsroom was crowded with desks, typewriters, teletype machines, telephones, tape recorders and news copy.

Dingwords stapled his newscast together and tossed it into a tray full of previously-read newscasts. He stacked the used cassette tapes beside others and settled into a chair.

"There are sure a lot of machines and stuff in here," Terry observed, looking around the cluttered newsroom.

"You're right," he answered, "and it's all necessary. We use it all the time to get out the news.

"It's Saturday, so I'm alone," Dingwords continued. "During weekdays there are two people in here, telephoning for news items, writing, editing, tape-recording 'phone reports and reading news on the air every hour," he paused. "Pull up a chair and tell me about your 4-H club reporting."

Terry rolled a wheeled chair closer to the newsman as he continued.

"You mentioned in our 'phone call earlier this week that you had already talked to the publisher of your local newspaper. What did he tell you about news reporting?"

Maybe we could save some time there,” he said, glancing at the wall clock. “I’ve got some news rewriting to do before my next ‘cast.”

“Okay, well, let me think,” Terry said, pausing to remember her recent conversation with The Huxton Herald publisher. “Mr. Wright told me about getting more information than I would need to write a story and making sure I had all the facts correct. He told me about making sure I answered all the ‘W’s. That’s who, what, where, when, why and, oh yes, how the story happened.

“And he told me about the inverted pyramid. That means you have to put the most important facts first and all the facts that are less important after that. That’s so none of the important facts will be left out if the editor has to end the story before the place where I ended it,” she explained.

Dingwords crossed his arms and smiled. “Pretty good so far. What else?”

“Uh, he said I should remember to include my name, address, telephone number, my office title and club name, with the story and...” she paused, trying to recall other details.

“Oh yeah, he said to write the story in the past and future tense and to use quotes but be careful how I write them. They have to be exactly what the person said. Uh... he said I should keep my sentences short and not use ‘and’ too many times. He also said...” Another pause. It was becoming harder to remember all the publisher’s comments.

“Oh, I remember,” she continued, her eyes widening as she recalled another important point, “never send in the first draft. Always rewrite. It would be better if it was rewritten twice, but the last time it should be typed or at least printed clearly. And type or print, using double spacing with wide margins around the sides and top and bottom.” She beamed proudly.

“Hey, little lady, that’s really good!” the news director said, grinning broadly as he leaned forward, placing his elbows on his knees and clasping his hands together. “That Mr. Wright gave you a lot of good information.”

“Then he showed me how they put the newspaper together,” she added quickly, “and explained why I have to get my report in as fast as I can so they have time to put it in the paper, and lots more.” Terry’s grin stretched proudly across her face.

“Oh yes, and not to try and make the editor use a story because it may not even be news, or maybe there is no space in the paper.”

"Alright," Dingwords grinned. "Not only did Mr. Wright give you a lot of good tips, but you've done a great job of remembering the facts too."

Bill scratched his beard as he thought about where to begin his lecture. Leaning back into his chair and crossing his arms, he began.

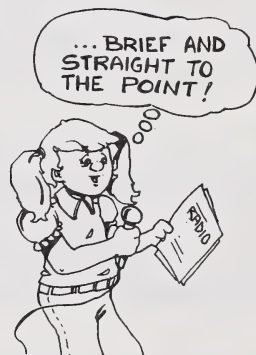
"A lot of the rules you learned about newspaper writing apply to radio news as well, but in different ways. You have to get your facts correct, use the inverted pyramid writing style, answer the five W's and H, use short sentences and write them clearly, but probably most important, keep your story short.

"Most of our hourly newscasts are about four minutes long. Each news item is 20 to 40 seconds long. That leaves us with time for only the most important facts. With all the international, national and provincial stories we have to report, there is not too much time left in that four-minute newscast for local news coverage.

"You'll have to time the radio news stories you telephone in to us to 40 seconds maximum, Terry. When you've written your report, use a stopwatch or a clock or wristwatch with a second hand."

"KEEP IT SHORT"

Dingwords stood and walked to a large wall clock with a long, thin second hand. The seconds were slowly moving to the 12 o'clock position.



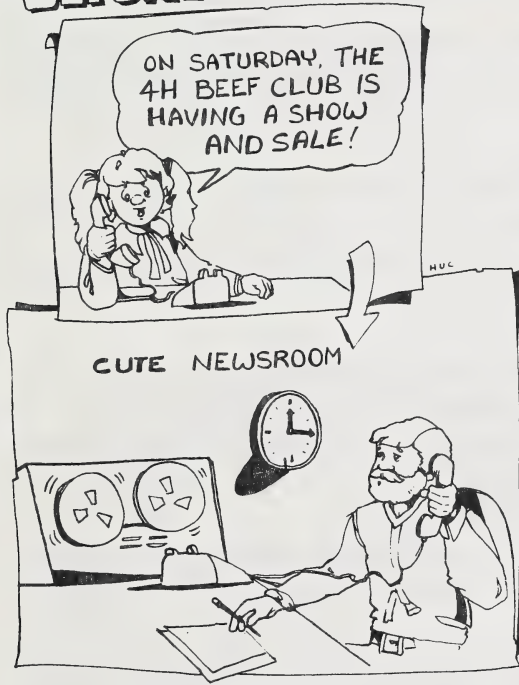
"The easiest way Terry," he said, pointing to the second hand, "is to wait until the second hand is straight up on 12. When it gets there, begin reading your story, loud and clear, the way you will when you file your news items to us by

telephone. Listen to the way it reads. Maybe you could have one of your parents listen to the report. Check to see if there are any tongue twisters. Are the sentences short and understandable? Are the pronunciations of names correct? Is the story interesting, and is it shorter than 40 seconds? If you find any of these problems in your story, rewrite. Better still, type or print it clearly so you can read it easily. And remember, keep it short."

The news director walked to a tape recorder built into a cabinet above a row of typewriters and telephones.

"Come over here Terry. I'll show you what happens when you telephone in a story." He lifted a telephone receiver from its cradle and pointed to an 'off-on' switch built into the handle.

"BEFORE THE STORY"



"When you telephone a report into the newsroom, we take it on this phone. You can only hear our newsman when he presses down this receiver button.

"The telephone is patched directly into this tape recorder," he said, pointing to the recorder above. "When you're ready to read your item, the newsman just turns on the tape recorder and takes his finger off the "off-on" switch. That we only record your voice and not the sounds of people working in the newsroom." He put the receiver back into the telephone cradle.

"Now, there are several things to remember about writing your news story for radio, especially if you're going to 'phone in your report." He returned to his chair. Terry followed.

"In newspaper writing you were probably told to start with the person's name and then state his title or hometown or the way he related to the story. In radio news writing, it's just the opposite. The reason is, in newspaper, the reader can always go back and re-read any information he may have missed earlier. Radio news listeners don't have that advantage.

"The way to get around the problem is to state the person's title first, or the way they relate to the story," Dingwords continued. "Then state other identifying information after that and finally say the person's name. For example," he said, pausing to compose a sentence that would illustrate his point, "If I was writing an item about you, I would do it like this. 'Eleven-year-old Huxton 4-H club reporter, Teresa Snagelburger...!' and so on, see? By the time I get to your name, any listener knows exactly who I'm talking about," Dingwords concluded.

Terry pursed her lips and raised her eyebrows as she considered how Dingwords' example compared with what the newspaper publisher had taught her earlier.

"Okay, here's another important difference between newspaper and radio news writing." Bill grinned at Terry's expression. He was impressed with her attention and interest in his news-gathering occupation.

"Newspapers use headlines to tell readers what the story is about. If the reader is interested by those few, large, headline words, the person will read on. We have to catch the listener's attention too, and let them know what the upcoming radio news item is about.

"We catch their attention by using short, catchy sentences. When writing your copy to be telephoned into the newsroom for broadcast, you will have to write the 'lead-in' line. This will be read by the newscaster to introduce your tape recorded report.

"Our news people are very busy in here. The more you can do to make their job easier, the more likely your report will get on the air.

"You mentioned in your telephone call last week that you were going to attend some kind of news event here in Snardley. What's that all about, Terry?"

"Uh, it's a 4-H media news seminar," Terry answered. "All the 4-H club reporters from this region are going to learn how to report news to radio and newspaper."

Dingwords asked, "How many kids will be there, and are they just club reporters?"

Terry shrugged her shoulders. "I don't know, maybe 20, maybe 40 and as far as I know it will only be 4-H club reporters."

Dingwords was writing these few facts on a notepad. Terry waited, listening to the steady buzzing of the nearby teletype machine as it printed another newscast. Bill finished writing, leaned forward and flipped the paper around so Terry could read it.



TERRY PHONES
IN HER REPORT.



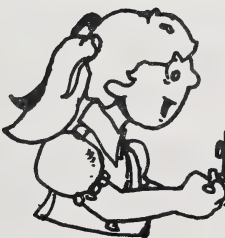
IT IS THEN
TAPE RECORDED



THE EDITOR WRITES
LEAD LINE AND ADDS
STORY TO A NEWSCAST.



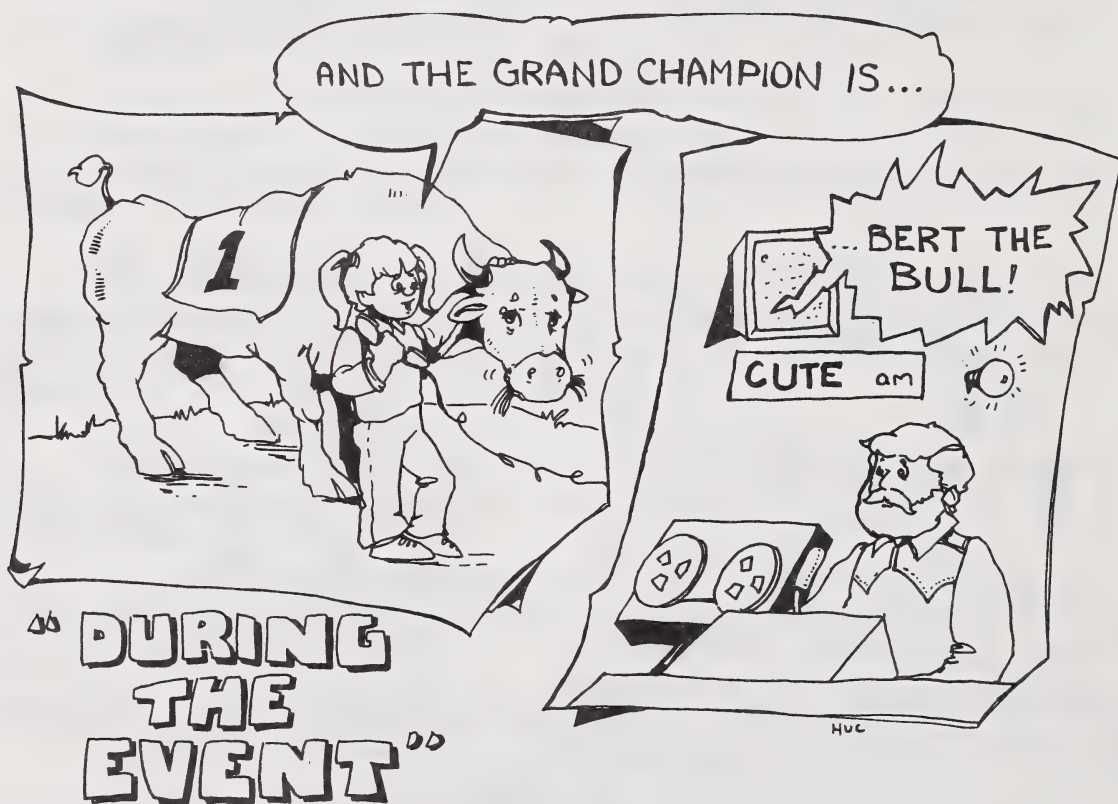
THE STORY IS THEN
READ ON A RADIO
NEWSCAST.



NOW HERE'S A STORY
FROM TERRY
SNAGELBURGER!

"How about this? You're attending a media news seminar, right?" He didn't wait for an answer. "Learning how to write news, right? Check this idea. New news hot, old news not! Catchy to the ear, right? Short, snappy! Gets you listening! That's what your lead line should do," Dingwords stated. "Count them. Eight words. There's your 'lead-in', your first paragraph, you might say." Dingwords tapped the second sentence with the eraser end of his pencil.

"Here's your second sentence, your second paragraph. It's still part of the newscaster's lead into your voice report, but notice it quickly backs up, or gives additional information to support the first sentence." The sentence read, 'That's what forty 4-H club reporters learned today at a media news seminar in Snardley'.



"Now, to quickly get into your report, the announcer identifies you." He read the third sentence of the lead-in. 'With details, here is Huxton 4-H Beef Club reporter, Teresa Snagelburger'.

"As the newsman finishes his lead-in," Dingwords continued, leaning back into his chair, "he, or the control room operator, will hit the button to start an audio cassette tape recorder, and you're on the air. This 4-H seminar will be on a Saturday, right?"

Teresa answered, "Yes!"

"Well, on Saturdays we have only one newsman on shift. He can't leave the newsroom to cover stories personally, so his story would probably be missed if you, or another 4-H club reporter, didn't go to the effort to write it and 'phone in."

"Once we get your report, we can take the information from the tape recording and rewrite it for later newscasts."

"So even if I 'phone in one report," Terry noted, "I can get my story on more than one newscast."

Bill grinned and nodded affirmatively.

"Is that all there is to it?" Terry asked.

Dingwords thought a moment. "No, there are a couple of other things you should know. They are the 'signature close', and actually 'phoning in your item. What we call the signature close is your last sentence of the report. It's called the signature close because the very last thing you say is your name. Your signature close should include the name of the radio station you're reporting to.

"For example," Dingwords added, "your signature close to this item might be, 'Reporting to CUTE radio news from Snardley, I'm 4-H club reporter Teresa Snagelburger.' That's our cue to stop the tape and go on to the next story. Do you understand that?"

Terry nodded, yes. The news director continued.

"Okay! Now about phoning in your report. When you phone in, tell the newsman who answers your call who you are, the club you represent, what your story is about, approximately how long your story is and the fact your report is ready to read for taping."

Terry was busy writing notes again. She nodded positively to let the news director know she understood his directions. Bill waited until she finished writing.

"The newsman may ask you to read a couple of sentences so he can adjust the tape machine audio level. Then he'll probably tell you the tape machine is recording and instruct you to go ahead with your report.

"Here's what you should do. Pause. Take a deep breath. It'll help you relax if you're nervous. First, give your name and telephone number, then say you're going to read the lead-in. Read it slowly," Dingwords said.

RADIO NEWS FORMAT

NOVEMBER 18, 198-

34: SECONDS

RADIO NEWS RELEASE FOR:

CUTE, CHIC, CHOW

LEAD LINE: NEW NEWS IS HOT...

OLD NEWS IS NOT.

THAT'S WHAT FORTY 4H CLUB
REPORTERS LEARNED TODAY AT
A MEDIA NEWS SEMINAR IN
SNARDLEY. WITH DETAILS,
HERE IS HUXTON 4H BEEF
CLUB REPORTER, TERESA
SNAGELBURGER.

TERESA: CAREFUL WRITING
AND FAST DELIVERY ARE
IMPORTANT IF A NEWS STORY
IS TO GET ON THE AIR OR
INTO A NEWSPAPER. THESE
FACTS WERE TAUGHT TODAY

"The newsman will have to type this later so he can introduce your report. When you're finished reading the lead-in, say, 'I'll begin in three seconds.'

"Count off three seconds in your mind, not aloud, then begin reading."

Bill grinned as he added, "Don't worry if you get tongue-tied while you're reading. Keep going. If the newsman says the report is okay, it's okay. If it's not okay he'll ask you to start over so he can record it again. Or, if you really know it's not as good as you can do, then just say you're going to start the item again."

"Is that all there is to it?" Teresa asked. "That doesn't sound so hard to do."

"It isn't," Dingwords answered. "Oh, by the way, don't hang up when you're finished. The newsman may want some additional information from you."

"One final thing," he said, looking up at the large wall clock, "don't call just before news time. We're always busy at that time. By then the upcoming newscast is composed and your item wouldn't get on the air anyway. So Terry, when do you think would be the best time to 'phone in a report?'"

"Right after the news is finished?" she asked.

Bill snapped his fingers as he answered, "Right on! The newsman has time after the news to talk to you without the airtime deadline haunting him. He's also more likely to use your item in the upcoming newscast."

Dingwords glanced again at the clock. "Speaking of time, it's news time again in just a few minutes, so little lady, you'll have to excuse me."

He stood and walked to the buzzing news teletype machine. Ripping a long strip of teletype paper from the machine, he quickly glanced through the series of printed stories for items to use on his upcoming newscast. Teresa gathered her writing materials and coat. She strode over to the teletype and watched as Dingwords ripped the 20-foot-long ribbon of printed paper into shorter, manageable strips.

"I think you have more than enough information, with what Mr. Wright and I have told you, to write a good news report for either radio or newspaper. What we've missed, I'm sure you'll learn at that media news seminar you're going to," he joked, glancing over to Terry.

"I want to thank you, Mr. Dingwords, for all your help," she said.

He paused and turned to her. "Teresa, it was my pleasure. Who knows, maybe a few years from now, after you've had more experience at reporting, you may be on staff with us as a regular newscaster."

"Hey, that would be neat," she said, grinning broadly. Bill walked her to the newsroom door, carrying the long strips of news copy with him.

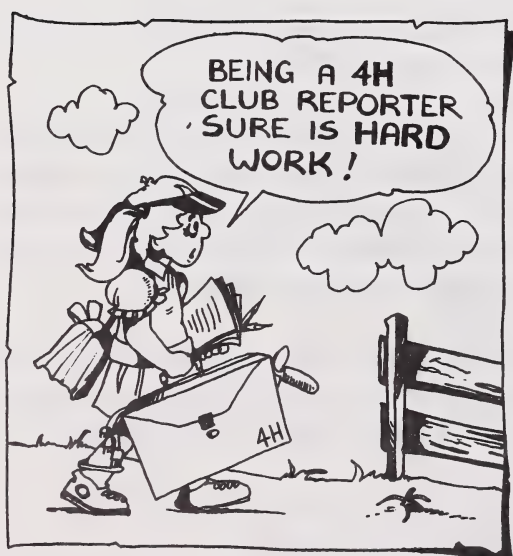
"Well, thanks again, Mr. Dingwords," she said, shifting her armload of materials for the long walk to the lobby where she knew her parents would now be waiting. "I hope I can remember everything you told me."

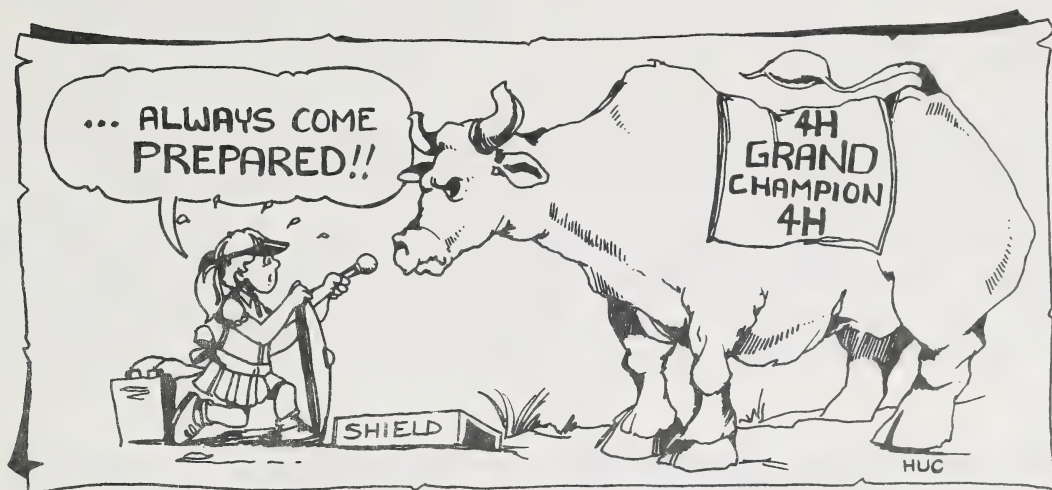
"You will Terry," he said, raising his hand to wave goodbye, "and good luck at your 4-H media news seminar."

"Thanks! Bye!" Terry answered. Dingwords disappeared into the newsroom. Teresa turned and as she walked down the long corridor, she heard the voice of the disc jockey coming over the distant lobby speaker.

"It's 10 minutes to the hour. CUTE radio news on the hour with our own CUTE news director, Bill Dingwords."

Teresa chuckled at the idea of bushy-bearded Mr. Dingwords being cute.





“THE VALUE OF REWRITING”

The 4-H news story which follows was written to show many of the problems common to inexperienced news writers. It was used as a story by a young 4-H club reporter for a television episode of ‘4-H Clubtime’. In the TV show, the club reporter took the report to his local newspaper. The kind-hearted newspaper editor and phototypesetter, in the episode called ‘Paper Bedtime’, showed the club reporter how to improve the report, much the same as Mr. Wright did for Teresa Snagelburger.

The original 4-H story was written on lined paper ripped from a school notebook. It was written single spaced without the club reporter’s name, telephone number, club name, address, his title or even the fact that it was a news release for immediate release. It was tattered, folded and rolled many times. A huge cocoa stain, ink smudges and scratched out words were everywhere on the several pages. The story had obviously been written only once. Words and names were misspelled. Facts, punctuation, grammar and other problems were found throughout the story. The story was about two months old when it was filed. There was no way an editor would publish such a story. The only good thing was that the 4-H club reporter had accidentally followed The Golden Rule. He went directly to see the editor of his local newspaper. Let’s look at the original news story and discover some of the problems.

In the first paragraph we see the story was written a week after the event and almost two months before it was finally submitted. It was not necessary to write the day and the date, "last Tuesday night, May 18th." Use one or the other, preferably the day. "Recently," is acceptable.

To write "Sundre School in Sundre" isn't necessary. Obviously the Sundre School would be in Sundre and everyone around the community would know that.

In the second sentence of the first paragraph the present tense, "are" and past tense "were" were wrongly used. It should be one or the other, preferably the past tense. In addition, the word "numbers" was misspelled. The number of members was of little value to the story. If the fact was to be used, it should have been placed near the end of the story.

The second paragraph rambled on with three "ands" connecting unimportant facts. Worst of all, club leader Ken Walker's name was misspelled as Mr. Waller.

The third paragraph contained what should have been the lead paragraph if the story had been filed immediately. That is, the fact that a 25th club anniversary was to be held, but the paragraph had more problems. The fact the pledge was said was not most important. The 4-H pledge is generally said at every 4-H club meeting. Two more "ands" connected another rambling sentence. He should have omitted the "ands", and started another sentence. "Members," "banquet," and "anniversary" were misspelled. The location of the James River Community Hall would be totally confusing to anyone not familiar with the area and all four words should have been capitalized because they are the proper name of the hall. As well, no date was given for the anniversary.

The 'buried lead', meaning it was lost in the body of the story, should have been written as the lead paragraph. It may read, "The Sundre 4-H Beef Club will celebrate its 25th anniversary during an Achievement Day banquet ... (date) at James River Community Hall north of Sundre."

Referring to past club leaders, in paragraph four, as "a lot of old leaders" was a rather disrespectful choice of words. It would have been better to name the leaders who would address the banquet. Combining the present tense, "will" with the past tense, "was" confused the sentence. Cheques was misspelled as "checks," plus two more rambling "ands" and, "if" misspelled as "of," made the sentence meaningless.

"All over," incorrectly combined to read, "allover" and Mr. Walker's name once again misspelled were obvious problems in paragraph five. Using "but" to extend two different ideas into another run-on sentence was as bad as misusing "and" as was done above. Mr. was not necessary when the person's full name was given and it would not be necessary at all later in the story if the man's last name was used. "4-H Clubtime" was the name of the television show. It should have been capitalized and combined as one word, because that is the proper name of the series. TV should have been in capital letters, not small letters "tv" as it appeared. Present and past tense were combined incorrectly. Both first and last names of the regular club reporter were misspelled, and the girl's first name was not capitalized. It should have read "Caroline Walker." Two more rambling "ands," plus mixed present and past tenses ended the original version, along with confusing and unimportant details.

4-H Original

The last club meeting of the year was held last Tuesday night, May 18th at the Sundre School in Sundre. There are 21 members and 2 pee wee members in the club but not all of them were there.

We talked about a lot of things and Mr. Waller, who is the club leader of the Sundre 4H Beef Club gave his leaders report and asked a lot of questions about what we would like to do and everything but no one wanted to talk so he didn't get any answers.

The pledge was said by one of the membes and then we talked about our achievement day banquet and what we would do that would be special because it was our 25th annaversery. When we were finished d talking about it, we decided to hold it at the James river community hall which is 8 mills south on the north road of Sundry.

We decided we would have a lot of old leaders talk to us about what the club was like for 25 years and then we will get our checks and trophies for showing and selling our calves at the achievement day show and sale that will be on June 7th. By then the checks will be ready and we should make a lot of money of the club tells everybody to come.

Before the meeting was allover Mr. Waller told us all good luck and have a good summer but before that when he was giving us his leaders report, he told us that Mr. Bob Coe who works for the 4-H club time show in Edmonton, wants to come down to Sundre and do a show about what it is like in a small town newspaper like the Sundre Round Up. He wanted to find out who would be the 4-H club reporter in the tv show and the regular club reporter who is charoline Welter said she was too shy or might be sick that day and so I got elected and this was my report.

Careful study of the original draft, moving the buried lead to its proper place, correcting spelling and tense errors, then rewriting would have greatly improved the story.

When the editor could find nothing current in the story except the buried details of a television program to be filmed there, he telephoned the TV producer and, with additional facts, rewrote the story.

The news item actually appeared in the weekly newspaper just days before the camera crew arrived to film the program. The club reporter's name, or 'byline' was printed below the headline, shared with that of the phototypesetter who helped him rewrite the story.

Now, let's read how the updated, rewritten version appeared.

4-H Rewrite

by Marvin Jackson
and Vi Ellithorpe

A television film crew will be in Sundre in late July to film an episode of the TV series, "4-H CLUBTIME".

Sundre Round Up editor, Bill Scott, contacted Bob Coe, Clubtime executive producer in Edmonton for further details.

The episode, entitled, "Paper Bedtime", will show the various stages a 4-H club reporter's news item takes, from the time it is submitted to a weekly newspaper office until it is finally published.

According to Coe, the episode is to be an entertaining, educational program, "to show 4-H club reporters and others who submit stories to weekly newspapers, what must be done to improve chances of the story being published and read".

"We'll take some of the most common problems in 4-H club reporter stories and exaggerate them in such a way as to make some pretty funny scenes," said Coe.

He cited those problems as, "buried leads (most important news near the middle or end of a story), the 5 'W's" (who, what, when, where and why) incorrect, buried or omitted, no name,

address and telephone number of the news writer included on the report", and others.

Sundre 4-H Beef Club leader, Ken Walker, was contacted by Mr. Coe in early May for the names of club members to play the role of the club reporter. Shortly before the film crew arrived to begin shooting the episode, club member Marvin Jackson, thirteen, was cast in the role.

Marvin, a three-year member of the Sundre 4-H Beef Club, has written and presented at least three public speeches. He raises a variety of exotic domestic birds on his farm near Sundre.

Sundre was chosen as the location for this episode because of its picturesque setting and because it was thought to be representative of Alberta weekly newspaper companies.

Additional scenes were filmed at the Oldr Gazette where actual printing of the Sundre Round Up takes place.

The episode title, "Paper Bedtime", refers to the stage in newspaper publication when the newspaper plates are mounted on the press and printing actually begins.



WHAT IS YOUR ACHIEVEMENT WORTH?

Your job as a 4-H club reporter is important to your club, your community, and to you. You will gain valuable experience in properly researching, writing and presenting news. You will gain confidence in meeting important people in your community. You may also earn your very own 4-H Club Reporter Certificate of Achievement.

As a certified club reporter you will be issued your personal 4-H Press Pass by your club leader. He or she should sign the press pass and date it exactly one year after the date it was presented to you.

On the back of the press pass are instructions describing how you may qualify for your personal Certificate of Achievement. Only certified 4-H club reporters qualify to receive either the press pass or the certificate. They are a symbol of your important 4-H club responsibility, and your achievement. Apply the 4-H motto, "Learn to do by doing". Dare to work to the best of your ability. Good luck with your assignments and, "Have a great 4-H year!"



4-H PRESS PASS



(Print Name & 4-H Club)

The bearer is an accredited 4-H club reporter and warrants entry to fairs and other 4-H related events.

Expiry Date _____

Club Leader

This Press Pass has been issued to you, the Club Reporter, to assist in coverage of your club events. If, by the end of your club year you have written, and submitted three different 4-H club related stories to the media, you will qualify for a Certificate of Achievement. Include in your application the number of stories submitted and used by the media. Your club leader's signature will verify your certificate request. Apply for your certificate by writing:

Alberta Agriculture — 4-H Branch
2nd Floor, 7000 - 113 Street
EDMONTON, Alberta T6H 5T6

ALBERTA AGRICULTURE 4-H BRANCH



Certificate of Achievement



*Presented to _____, Club Reporter,
of _____ 4-H Club
for promotion of 4-H through broadcast and print media.*

Media Production Coordinator

Head, 4-H Branch

Date

Director, Home Economics & 4-H

GLOSSARY

ACTUAL — Tape recorded report by person actually involved in story.

ANGLE — The emphasis or direction given to a news story.

BODY — Main portion of a story which explains “how, why,” and other important related facts. Also called “line”.

BYLINE — Newspaper term identifying writer; “by Teresa Snagelberger.”

CLOSE — End of story, also called the “sinker”.

COPY — Alternate name for a completed news story or news stories.

D.J. — Short for “disc jockey”; a radio announcer who plays music.

DEADLINE — When no time remains to accept and use news stories.

EDITOR — The person responsible for selection and use of news.

EDITORIAL — A personal opinion or viewpoint.

FIVE “W’s” — Who, what, when, where, why (and how). These must be stated in any complete news story.

HARD NEWS — A news story of facts only, no editorial content.

HEADLINE — Larger printed words describing story below.

HOLE — Unanswered questions, information omitted in a story.

HOT NEWS — A newsworthy event which has just happened.

INVERTED PYRAMID — An upside-down triangle which symbolizes the most important facts at the top, least important at the bottom.

LAYOUT — Arrangement of news stories, advertising, etc., on a paste-up page.

LEAD-IN — The introduction to a tape recorded news story, usually read by the news announcer. Also called the “lead”.

LEAD TIME — The amount of time before a deadline. Something there is never enough of.

MEDIA — Print and broadcast outlets which provide news and information to the public.

MEDIUM — Singular of media radio is one medium, newspaper another.

NEWSCAST — A series of news stories broadcast at regular intervals, usually about one hour apart.

NEWSCASTER — The person who reads a newscast.

PASTE UP — Literally pasting the completed, proofed copy to a sheet of paper so it appears as it will on the printed page.

PROOFREADING — Final check of copy for correctness of spelling, grammar, punctuation, clarity, etc.

PUBLISHER — Person responsible for policy and management of a newspaper.

REWRITE — Very important to your news story. Structure of original is re-arranged, sentences shortened, spelling and grammar is corrected, unnecessary details deleted.

STRINGER — A volunteer reporter who frequently writes news.

TELETYPE — An automatic typewriter which reproduces news stories from a distant news dispatching service.

VOICER — A news story telephoned into a radio newsroom and tape recorded for later use in a newscast.

WINGING — Akin to ad libbing. Relating facts without prepared copy or rehearsal. Unadvisable and not recommended for amateurs.

XXX — Old-fashioned way of indicating the end of a print news story. The modern way, and the way in which we will end this brief glossary is simply to type.

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